

**Claims:**

1. A method of ordering goods and services, related to  
5 the transmission (M) received by the customer (1), is  
characterized in that during the reception of the  
transmission (M) the customer (1) initiates the connection  
(P) to the system (2) of ordering goods and services,  
unequivocally related to the received transmission (M) and  
10 during the connection (P) the customer (1) orders goods or  
services offered by the system (2) of ordering goods and  
services, which refer to the transmission (M), preferably  
the system (2) of ordering goods and services being  
available for the whole duration of the transmission (M),  
15 being always available in the same manner, dynamically  
changing the offer of goods and services depending on the  
transmission (M), and in case of lack of the offer suitably  
informing the customer (1) during the connection (P) or  
optionally not servicing this connection (P) at all.

20 2. A method according to claim 1 characterized in that at  
any moment of the transmission (M), optionally instead of  
initiating the connection (P), the customer (1) remembers  
the current time of the transmission (M) and sends it later

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during a suitable connection (P) to the system (2) of ordering goods and services, basing on that time the range of the formerly broadcast transmission (M) being identified, and the offer of goods and services being made  
5 available to the customer (1), identical to that he would have had access to at the remembered time.

3. A method according to claim 1 characterized in that the order parameters are given during the connection (P).

4. A method according to claim 1 characterized in that  
10 part of the order parameters, concerning the customer (1), are available in the system (2) of ordering goods and services and taken during the connection (P) basing on the identification of the customer (1).

5. A method according to claim 1 characterized in that  
15 instead of the connection (P) the exchange of messages between the customer (1) and the system (2) of ordering goods and services is proceeded.

6. A method according to claim 1 characterized in that the connection (P), during which the customer (1) is  
20 unequivocally identified, is only a confirmation of interest of the customer (1) in the offer of the system (2) of ordering goods and services related to the transmission (M), and basing on this confirmation and, preferably, other such confirmations the customer (1) considers offers

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generated by the system (2) basing on the identification of the customer (1) and connections (P) received from him, during a later contact with the system (2) of ordering goods and services.

5 7. A method according to claim 1 characterized in that the transmission (M) is a multimedia transmission in terms of text, images, sound and all possible combinations thereof in any media.

8. A method according to claim 1 characterized in that  
10 the transmission (M) is also a set of sensations or feelings of any type the customer (1) has or conditions he is in during the connection (P).